

## CLAIMS

1. A method for open content model Web service messaging in a networked computing environment, the method comprising:

generating a transport neutral message comprising message recipient, endpoint addressing information, and one or more reference properties comprising selectively opaque message context;

binding the transport neutral message to a transport protocol for communication to the message recipient; and

wherein at least a portion of the selectively opaque message context is not directed to the message recipient.

2. A method as recited in claim 1, wherein the selectively opaque context directs an endpoint to send one or more responses to a message source, the message source not being the message recipient.

3. A method as recited in claim 1, wherein a portion of the selectively opaque context directs the message recipient as to how to handle one or more messages sent to the endpoint in a session.

4. A method as recited in claim 1, wherein the message recipient is a service coordinator.

5. A method as recited in claim 1, wherein the selectively opaque message context is based on an Extended Markup Language (XML) messaging protocol.

6. A method as recited in claim 1, wherein binding, the transport protocol is based on Simple Object Access Protocol (SOAP).

7. A method as recited in claim 1, wherein the addressing information and selectively opaque message context are respectfully specified by an endpoint reference and message information headers.

8. A method as recited in claim 7, wherein the endpoint reference is self-contained service endpoint description.

9. A method as recited in claim 7, wherein the endpoint reference and/or message information headers provide identification and description of specific service instances and/or specific instance details.

10. A method as recited in claim 7, wherein the message information headers further comprise a reply to property identifying an intended recipient for a reply to the transport neutral message, a relates to property that indicates how the transport neutral message relates to a different transport neutral message.

**11.** A computer-readable medium comprising computer-program instructions for open content model Web service messaging in a networked computing environment, the computer-program instructions being executable by a processor for:

generating a transport neutral message comprising message recipient, endpoint addressing information, and one or more reference properties comprising selectively opaque message context;

binding the transport neutral message to a transport protocol for communication to the message recipient; and

wherein at least a portion of the selectively opaque message context is not directed to the message recipient.

**12.** A computer-readable medium as recited in claim 11, wherein the selectively opaque context directs an endpoint to send one or more responses to a message source, the message source not being the message recipient.

**13.** A computer-readable medium as recited in claim 11, wherein a portion of the selectively opaque context directs the message recipient as to how to handle one or more messages sent to the endpoint in a session.

**14.** A computer-readable medium as recited in claim 11, wherein the message recipient is a service coordinator.

15. A computer-readable medium as recited in claim 11, wherein the selectively opaque message context is based on an Extended Markup Language (XML) messaging protocol.

16. A computer-readable medium as recited in claim 11, wherein binding, the transport protocol is based on Simple Object Access Protocol (SOAP).

17. A computer-readable medium as recited in claim 11, wherein the addressing information and selectively opaque message context are respectfully specified by an endpoint reference and message information headers.

18. A computer-readable medium as recited in claim 17, wherein the endpoint reference is self-contained service endpoint description.

19. A computer-readable medium as recited in claim 17, wherein the endpoint reference and/or message information headers provide identification and description of specific service instances and/or specific instance details.

20. A computer-readable medium as recited in claim 17, wherein the message information headers further comprise a reply to property identifying an intended recipient for a reply to the transport neutral message, a relates to property that indicates how the transport neutral message relates to a different transport neutral message.

**21.** A computing device comprising:

a processor; and

a memory coupled to the processor, the memory comprising computer-program instructions executable by the processor for open content model messaging in a networked computing environment, the computer-program instructions comprising instructions for:

generating a transport neutral message comprising message recipient, endpoint addressing information, and one or more reference properties comprising selectively opaque message context;

binding the transport neutral message to a transport protocol for communication to the message recipient; and

wherein at least a portion of the selectively opaque message context is not directed to the message recipient.

**22.** A computing device as recited in claim 21, wherein the selectively opaque context directs an endpoint to send one or more responses to a message source, the message source not being the message recipient.

**23.** A computing device as recited in claim 21, wherein a portion of the selectively opaque context directs the message recipient as to how to handle one or more messages sent to the endpoint in a session.

**24.** A computing device as recited in claim 21, wherein the message recipient is a service coordinator.

**25.** A computing device as recited in claim 21, wherein the selectively opaque message context is based on an Extended Markup Language (XML) messaging protocol.

**26.** A computing device as recited in claim 21, wherein binding, the transport protocol is based on Simple Object Access Protocol (SOAP).

**27.** A computing device as recited in claim 21, wherein the addressing information and selectively opaque message context are respectfully specified by an endpoint reference and message information headers.

**28.** A computer computing device as recited in claim 27, wherein the endpoint reference is self-contained service endpoint description.

**29.** A computing device as recited in claim 27, wherein the endpoint reference and/or message information headers provide identification and description of specific service instances and/or specific instance details.

**30.** A computer-readable medium as recited in claim 17, wherein the message information headers further comprise a reply to property identifying an intended recipient for a reply to the transport neutral message, a relates to property that indicates how the transport neutral message relates to a different transport neutral message.

**31.** A computing device comprising:

means for generating a transport neutral message comprising message recipient, endpoint addressing information, and one or more reference properties comprising selectively opaque message context;

means for binding the transport neutral message to a transport protocol for communication to the message recipient; and

wherein at least a portion of the selectively opaque message context is not directed to the message recipient.

**32.** A computing device as recited in claim 31, wherein the selectively opaque context directs an endpoint to send one or more responses to a message source, the message source not being the message recipient.

**33.** A computing device as recited in claim 31, wherein a portion of the selectively opaque context directs the message recipient as to how to handle one or more messages sent to the endpoint in a session.

34. A computing device as recited in claim 31, wherein the message recipient is a service coordinator.

35. A computer-readable medium comprising an open content model data structure thereon, the open content model data structure comprising:

a message recipient data field;

an endpoint addressing data field;

and one or more reference properties data fields comprising selectively opaque message context, at least a portion of the selectively opaque message context is not directed to the message recipient.

36. A computer-readable medium as recited in claim 34, wherein the selectively opaque context directs an endpoint to send one or more responses to a message source, the message source not being the message recipient.

37. A computer-readable medium as recited in claim 34, wherein a portion of the selectively opaque context directs the message recipient as to how to handle one or more messages sent to the endpoint in a session.